

ABSTRAK

PENGARUH CELEBRITY ENDORSEMENT DAN ONLINE REVIEW CREDIBILITY TERHADAP KEPUTUSAN PEMBELIAN SEPATU AEROSTREET DENGAN BRAND IMAGE SEBAGAI MEDIASI Studi pada Konsumen E-commerce Aerostreet di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *celebrity endorsement* terhadap keputusan pembelian sepatu Aerostreet di *platform e-commerce*, (2) pengaruh *online review credibility* terhadap keputusan pembelian, (3) pengaruh *brand image* sebagai mediator pada *celebrity endorsement* dan keputusan pembelian, serta (4) pengaruh *brand image* sebagai mediator pada *online review credibility* dan keputusan pembelian. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan metode survei. Teknik pengambilan sampel dilakukan menggunakan *non-probability sampling* dengan metode *purposive sampling*. Sampel penelitian ini berjumlah 100 responden yang merupakan konsumen Aerostreet di Yogyakarta dan telah melakukan pembelian melalui *platform e-commerce*. Data diperoleh melalui kuesioner *online* menggunakan *Google Form*. Teknik analisis data dilakukan dengan pendekatan *Partial Least Square* menggunakan aplikasi *SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa: (1) *celebrity endorsement* berpengaruh signifikan terhadap keputusan pembelian, (2) *online review credibility* berpengaruh signifikan terhadap keputusan pembelian, (3) *brand image* tidak memediasi pengaruh *celebrity endorsement* terhadap keputusan pembelian, dan (4) *brand image* tidak memediasi pengaruh *online review credibility* terhadap keputusan pembelian.

Kata kunci: *celebrity endorsement, online review credibility, brand image, keputusan pembelian, e-commerce*

ABSTRACT

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND ONLINE REVIEW CREDIBILITY ON THE PURCHASE DECISION OF AEROSTREET SHOES WITH BRAND IMAGE AS MEDIATING VARIABLE Study on Aerostreet E-commerce Consumers in Yogyakarta

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This study aims to determine: (1) the influence of celebrity endorsement on the purchase decision of Aerostreet shoes on e-commerce platforms, (2) the influence of online review credibility on the purchase decision, (3) the mediating role of brand image in the between celebrity endorsement and purchase decision, and (4) the mediating role of brand image in the between online review credibility and purchase decision. This is a quantitative study using a survey method. The sampling technique used is non-probability sampling with purposive sampling. The sample consists of 100 respondents who are Aerostreet consumers in Yogyakarta and have made purchases through e-commerce platforms. Data were collected through an online questionnaire using Google Form. Data analysis was carried out using the Partial Least Square (PLS) approach with the SmartPLS 4.0 software. The results of the study indicate that: (1) celebrity endorsement has influence on purchase decisions, (2) online review credibility has significant influence on purchase decisions, (3) brand image did not mediate the influence of celebrity endorsement on purchase decisions, and (4) brand image did not mediate the influence of online review credibility on purchase decisions.

Keywords: celebrity endorsement, online review credibility, brand image, purchase decision, e-commerce